

The Wanamaker Store.

Store News and Comment

THREE items among the manifold attractions of the store to-day detailed, deserve editorial mention.

The sale of Haviland China At Half Prices

is one of these. Remarkable at any time, peculiar conditions accentuate its importance now.

No china has passed the customs for months; none bids fair to pass for months to come. Retail stocks are far dwindled and show nothing of the new goods. It is a tariff controversy and there is every present probability that the end will be an increase of 25 per cent. in import cost.

Yet here is (or was three days ago) \$80,000 worth of new Haviland china placed on sale by us at half the present regular retail price. Further comment seems superfluous.

Men's Shoes

At \$1.90 that are worth from \$2.50 to \$4. A sentence that embodies in a dozen words the end, purpose and

result of one of the heaviest of the transactions of our shoe store. There were 18,000 pairs. One-half is gone.

The pith of this sale is its timeliness. It comes when there is still an entire season in which to use the tan and russet and chocolate-colored shoes which it offers. The choice presented is exhaustive of the possibilities of the market, including all the toe shapes of the season, and four of the best leathers known to the trade.

A postscript to this sale lies in the offer of

Women's Low Shoes

at about one-half the prevailing retail figures. The goods offered are neither the finest nor the cheapest made. They are the medium-priced "every-day" shoes; handsome, strong, well finished, well wearing. Regularly selling at \$1.75, \$2 and \$2.50, we mark half of them \$1.40 and half

of them \$1. There is wide choice in style, and all sizes are in stock.

We are glad to believe that the lowest deep in bicycle prices has been sounded in our offering.

'97 Model Wheels \$15, \$16, \$18

At the first price we bunch a number of wheels left from last season. We do not feel like advertising the former prices, nor even the makes. By knowing the latter (from the name-plates) you will know the former. The \$18 wheel is the Falcon, the \$16 wheel is the Coronet, '98 model. Neither needs comment. In any of these there are no 24-in. frames remaining, but there are still opportunities for those who can ride 26-inch wheels, or 22 and 24 inch wheels.

The Rodman at \$20 is still the best bargain we know in a '98 model. We have some men's models left, women's all gone.

Five Special Handkerchief Items for Men

We found they did, so much so that we make the number five for to-day.

First—An all-linen hemstitched handkerchief, at 40c.
Second—An all-linen unlaundered initial handkerchief, at 50c.
Third—A fine unlaundered hemstitched and reversed handkerchief, at \$1.25 doz.
Fourth—A sheer linen embroidered scalloped handkerchief, at \$1.45 doz.
Fifth—Women's novelty colored handkerchiefs, in fine French linen, at 50c. each.

These prices are all far below the market value of the goods. Half dozens at half the prices.

Two items that speak volumes on the results of enormous purchasing and direct importation:—

At 25c. pair—Of fine Richelle ribbed bronze lisle thread, light, elastic, well made; an unusually good value.
At 50c. pair—Fine gauge, flat black lisle thread; open-work clocks; neatly embroidered with silk in varied colors; unique designs. You've paid much more for equal quality.

Women's Belts

HERE'S easy choosing at little cost. The sort of belt you want is surely here—the stock embraces every desirable sort. New prices—midsummer prices—make the offering particularly attractive. Like these:

At 50c.—Genuine morocco, with German silver studgings; were \$1.25 and \$1.75. At the same price are some white calf and monkey belts, with turned edges and metal or covered buckles. Also some white kid belts having military buckles with enamel plaques.

At 15c.—Corded silk and moreen, with heavy sterling silver buckles; these were \$2.50 to \$4. Also some imported belts, metal and leather combined in unique style. They have been \$1.75.

At 15c.—7 1/2 in. silk belting, with gilt, all or black buckles.

Tenth street.

A GOOD many Lower Than Usual ple say this is a good candy store to come to. You'll say so too when you've learned how cheaply pure goods are sold. Take the cocoanut eclairs as an example: They're made of absolutely pure ingredients, in a clean, well-ordered factory, and under our own supervision. Same quality is sold elsewhere at 30c. to 50c. a pound. We ask only 20c. Fine chocolate-covered marshmallows, the same sort for which you've often paid 40c., are also here at half that price.

Basement.

JOHN WANAMAKER

Formerly A. T. Stewart & Co., Broadway, 4th av., 9th and 10th sts.

Amusements.

Manhattan Beach.

Sweet by Ocean Breezes.

Victor Herbert's Band Daily, 8:00 P. M.

Pain's Manilla & Fireworks

De Wolf Hopper

De Wolf Hopper in Beggar Student

Michael W. Linton.

All the Big Melodians.

All the Celebrated Professionals and Amateurs.

FLOATING ROOF GARDEN

BEER GARDEN

PROCTOR'S Continuous Performance, 304

PROCTOR'S Continuous Performance, 304

PROCTOR'S Continuous Performance, 304

PROCTOR'S Continuous Performance, 304

PROCTOR'S Continuous Performance, 304

PROCTOR'S Continuous Performance, 304

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Amusements.

THE COOL CASINO!

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Excursions.

"AMERICA'S PLEASURE GROUNDS."

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Excursions.

CONEY ISLAND

Culver Route.

BRIGHTON BEACH RACES.

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Summer Resorts.

NEW YORK.

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